

Name _____ Date _____ Period _____

Market Segmentation

Chapter 2, Section 2

Analyzing Markets

_____ is a way of analyzing a market by
_____ in order to create
a _____

Types of Segmentation:

- _____
- _____
- _____
- _____

Demographics _____ that describe a population in terms of personal characteristics. Demographics include

- _____
- _____
- _____
 - _____ money left after taking out taxes
 - _____ money left after paying for basic living necessities such as food, shelter, and clothing

- _____
- _____

Psychographics -- Involves grouping people with _____, as well as

– _____

–Attitudes

– _____ & Values

Geographics – Segmentation based

Behavioral Segmentation

•Looking at the _____ by consumers, shopping patterns, and _____. Market benefits, not just the physical characteristics of a product

•Many businesses find that the _____ applies.

• _____

Mass Marketing Vs Segmentation

•Mass marketing _____ as it once was.

• _____ marketing (the current trend) – markets are _____ down and defined with extreme precision.

